



# Every eBook its Reader: Six Best Practices for eBook Marketing and Discovery from High Usage Libraries

Kate Hill,

University of North Carolina at Greensboro



- Background of the Project (Why and who?)
- Methodology
- Quantitative Results and Patterns
- Qualitative Results and Best Practices

Think about...what do you currently do to market your eBooks? Is it successful? What are the challenges?





In groups of threes, take turns sharing a strategy.  
What challenges do you face in implementation?  
Share advice!





Sharing!



# CAROLINA CONSORTIUM



## Academic eBook Subscriptions





Academic eBook Subscriptions



36 Subscribers



Interesting Data  
(and lots of it!)





The Numbers |



Total Online Views	Total Downloads	Total Print Requests	Total Email Requests	Cost	FTE		CPView	CPFte	ViewPFte
17	0	1	1	\$2,341	1368	Communit	\$137.71	\$1.71	0.01
782	26	5	10	\$2,341	2489	Communit	\$2.99	\$0.94	0.31
1664	0	47	21	\$2,341	3417	Communit	\$1.41	\$0.69	0.49
1438	53	11	4	\$2,341	2928	Communit	\$1.63	\$0.80	0.49
10476	381	204	200	\$2,341	11022	Communit	\$0.22	\$0.21	0.95
21771	1228	849	240	\$2,341	11670	Communit	\$0.11	\$0.20	1.87
25001	1517	1144	376	\$17,120	15665	Public Fou	\$0.68	\$1.09	1.60
410	39	21	2	\$2,341	625	High Schoo	\$5.71	\$3.75	0.66
1989	106	52	56	\$4,682	3197	Private Co	\$2.35	\$1.46	0.62
1722	0	54	75	\$2,341	2026	Private Co	\$1.36	\$1.16	0.85
884	36	12	22	\$2,341	1017	Private Co	\$2.65	\$2.30	0.87
2173	195	78	57	\$2,341	2147	Private Co	\$1.08	\$1.09	1.01
7052	0	261	126	\$7,562	5047	Private Co	\$1.07	\$1.50	1.40
6642	174	388	87	\$4,682	3432	Private Co	\$0.70	\$1.36	1.94

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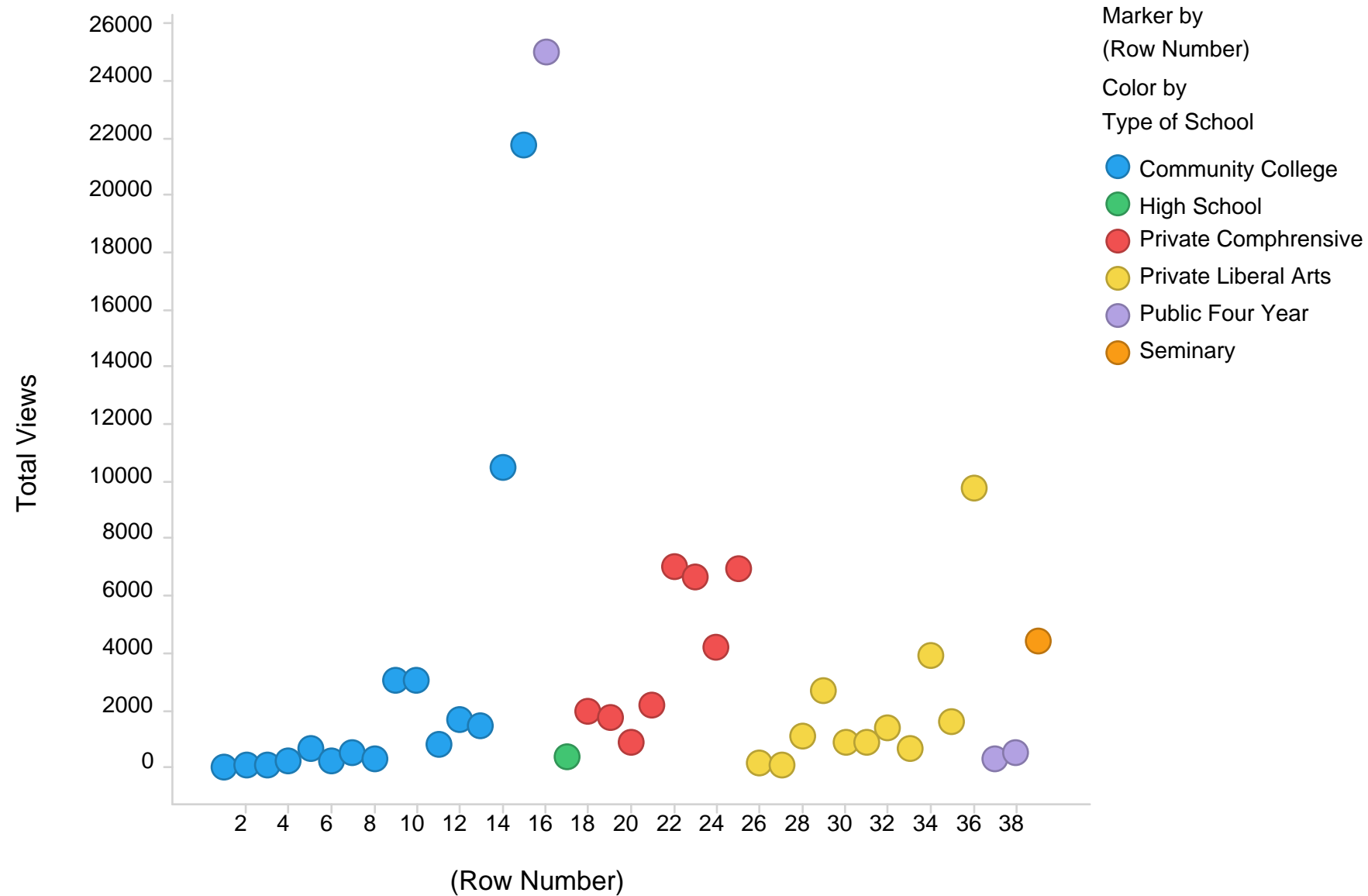




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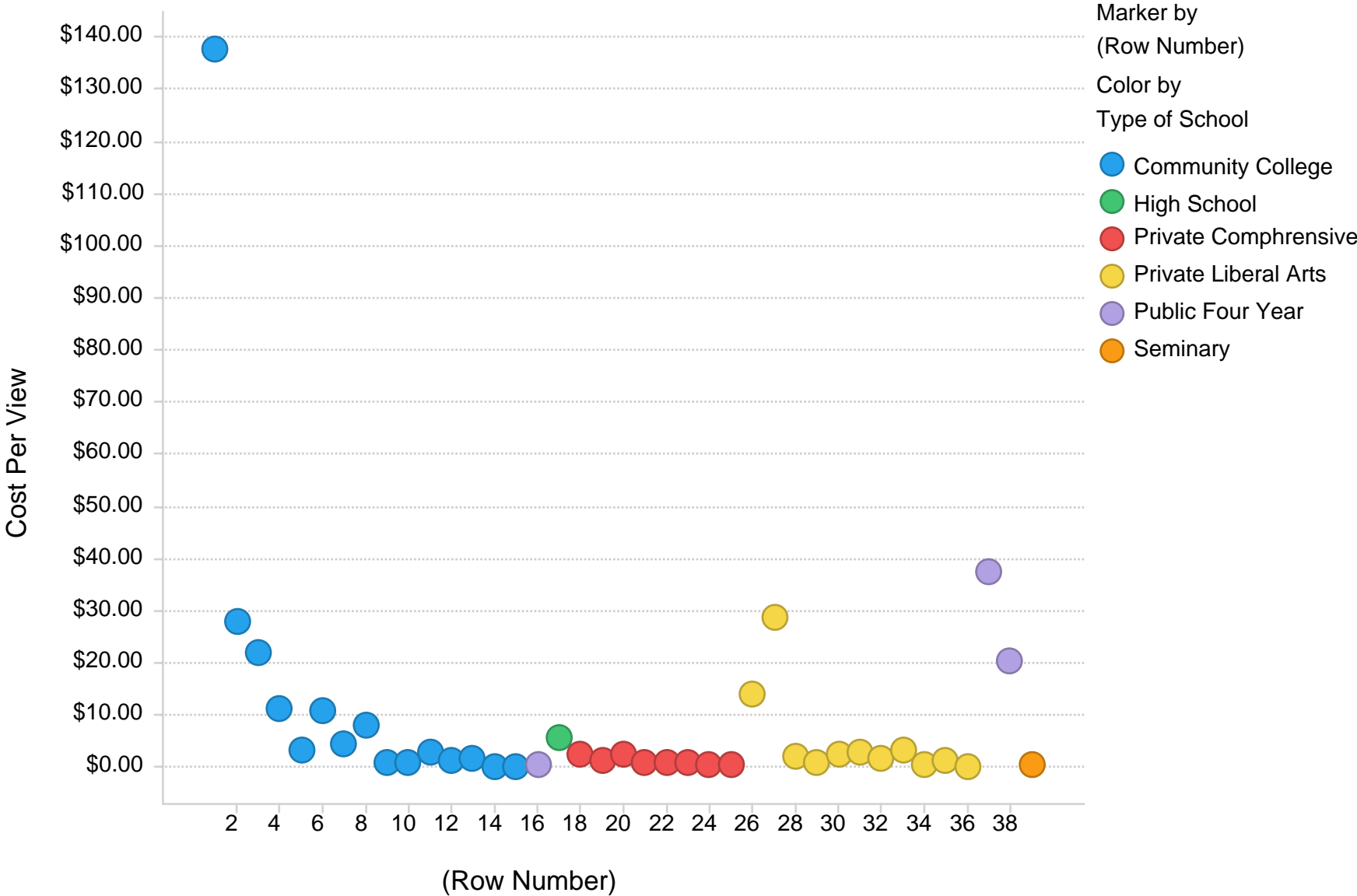


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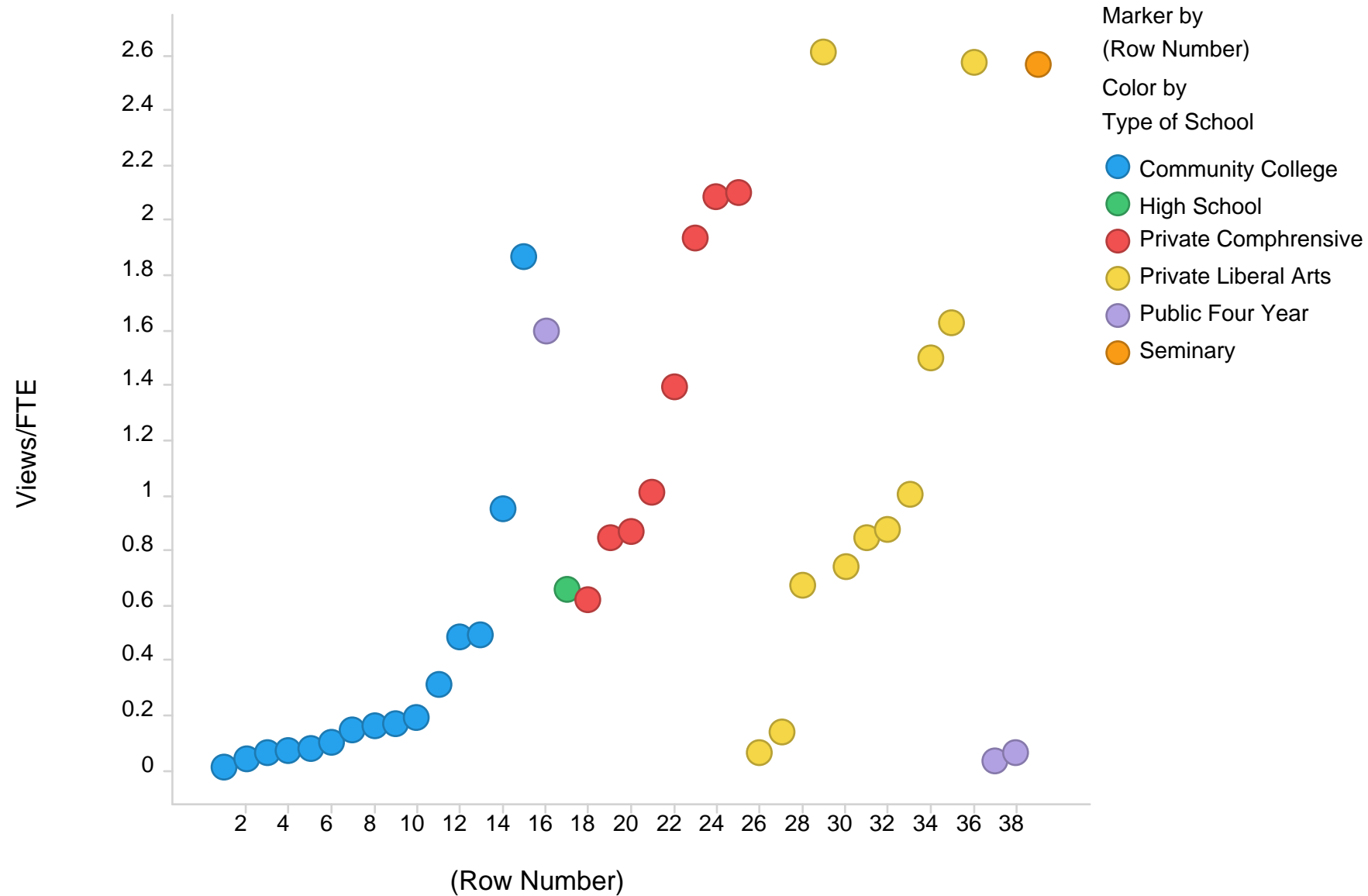


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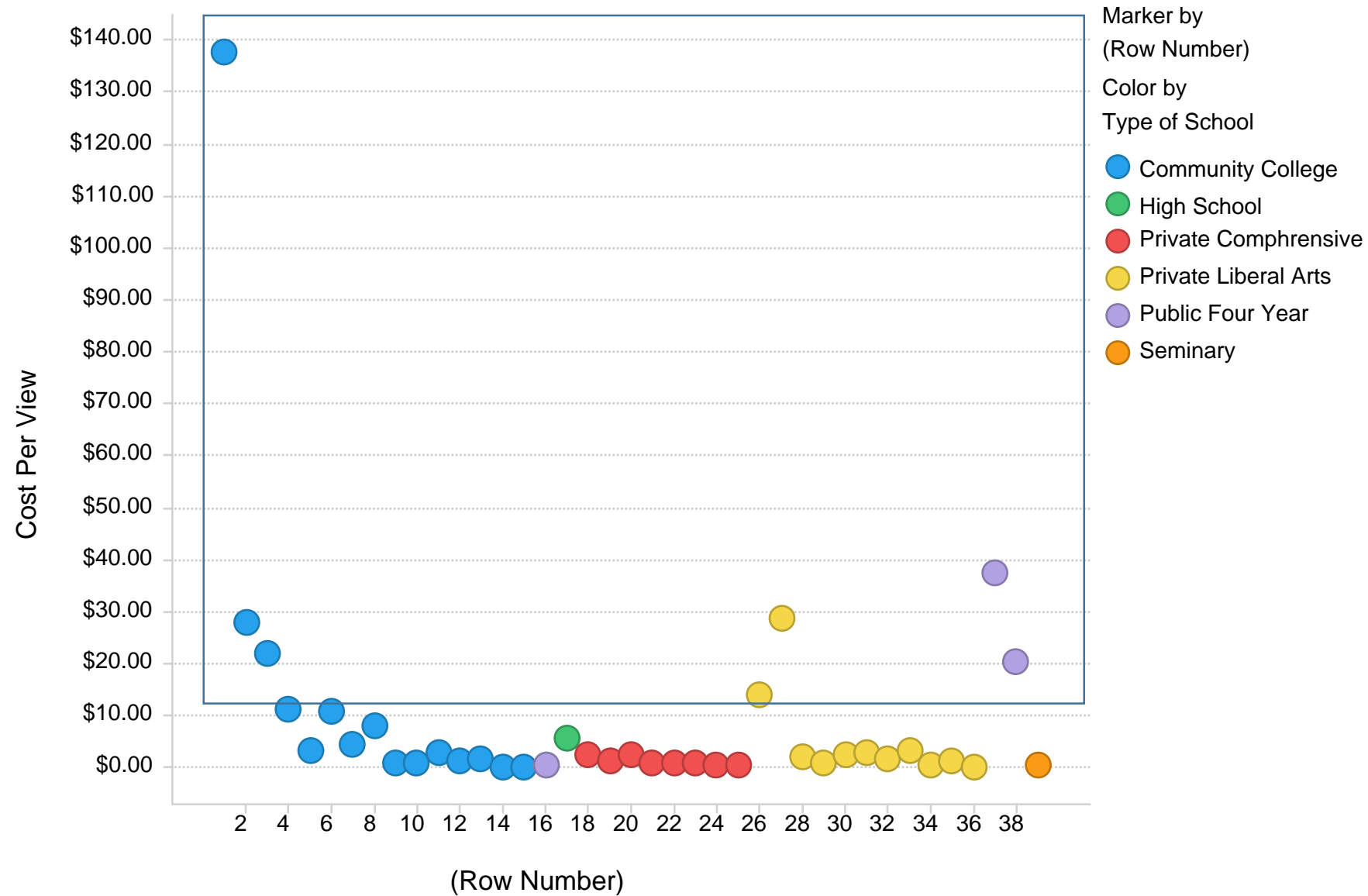
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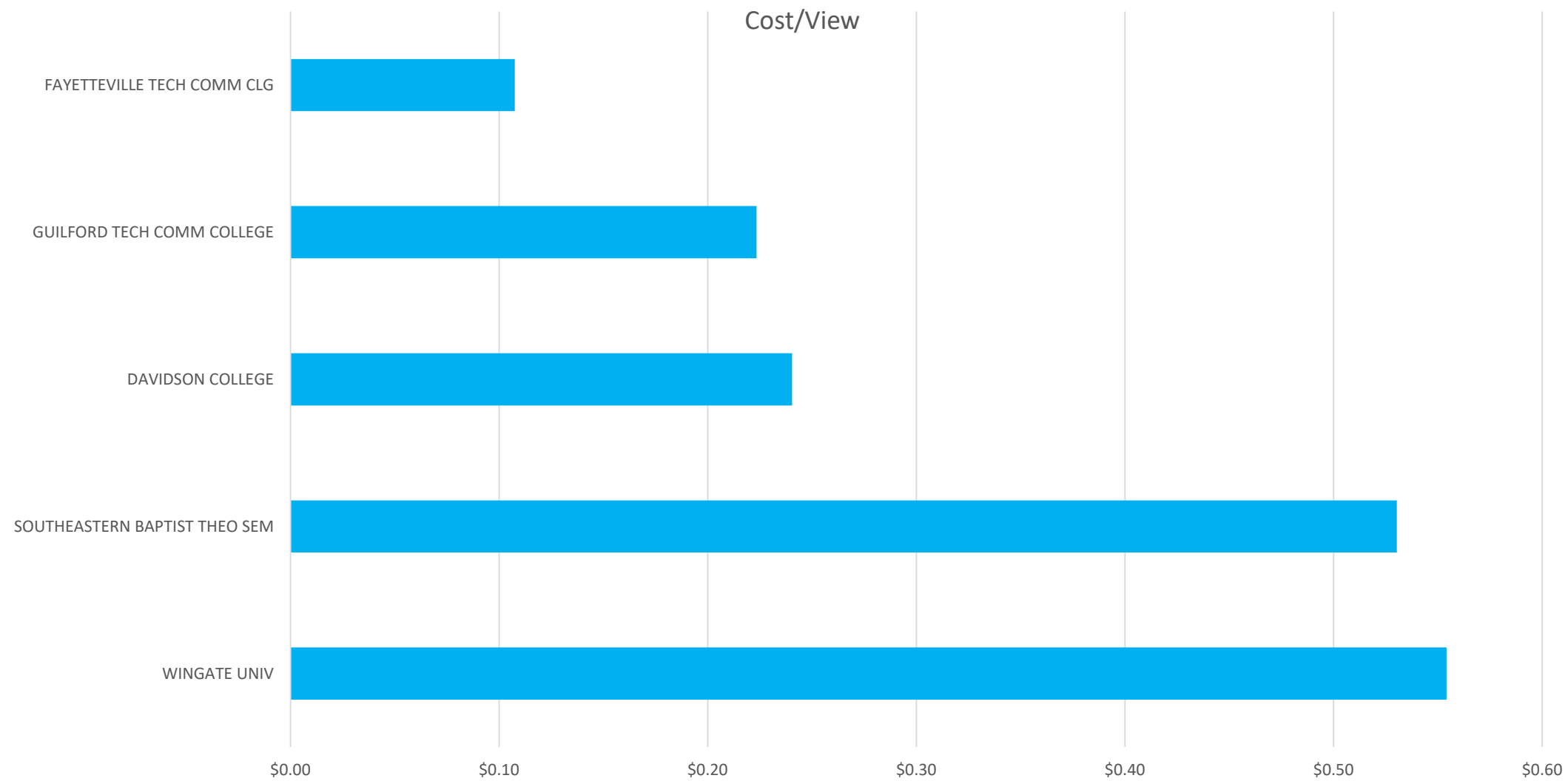
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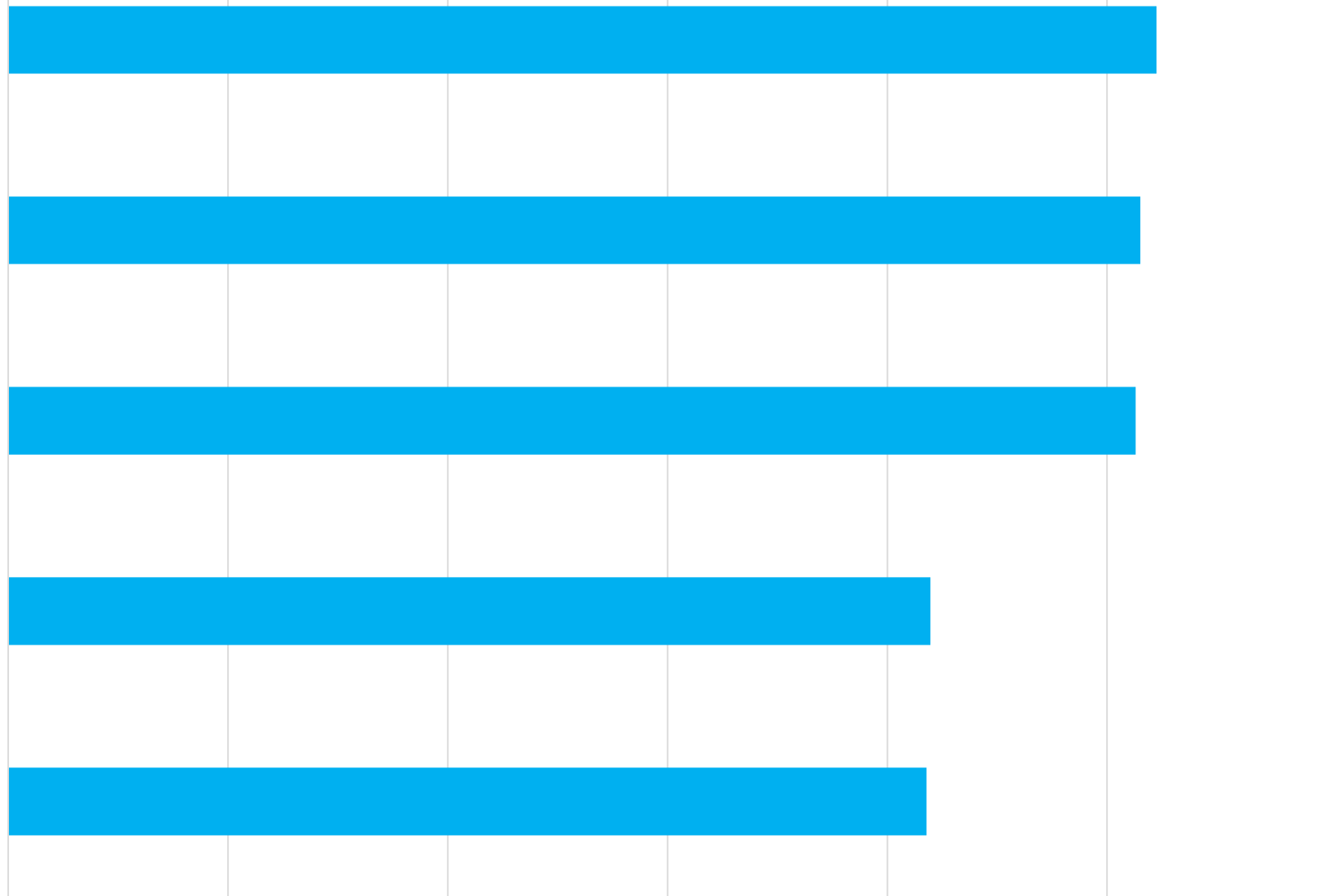
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By: Garibyan, Masha; Paschoud, John; McLeish, Simon. London : Facet Publishing. 2014. eBook., Database: eBook Academic Collection (EBSCOhost)

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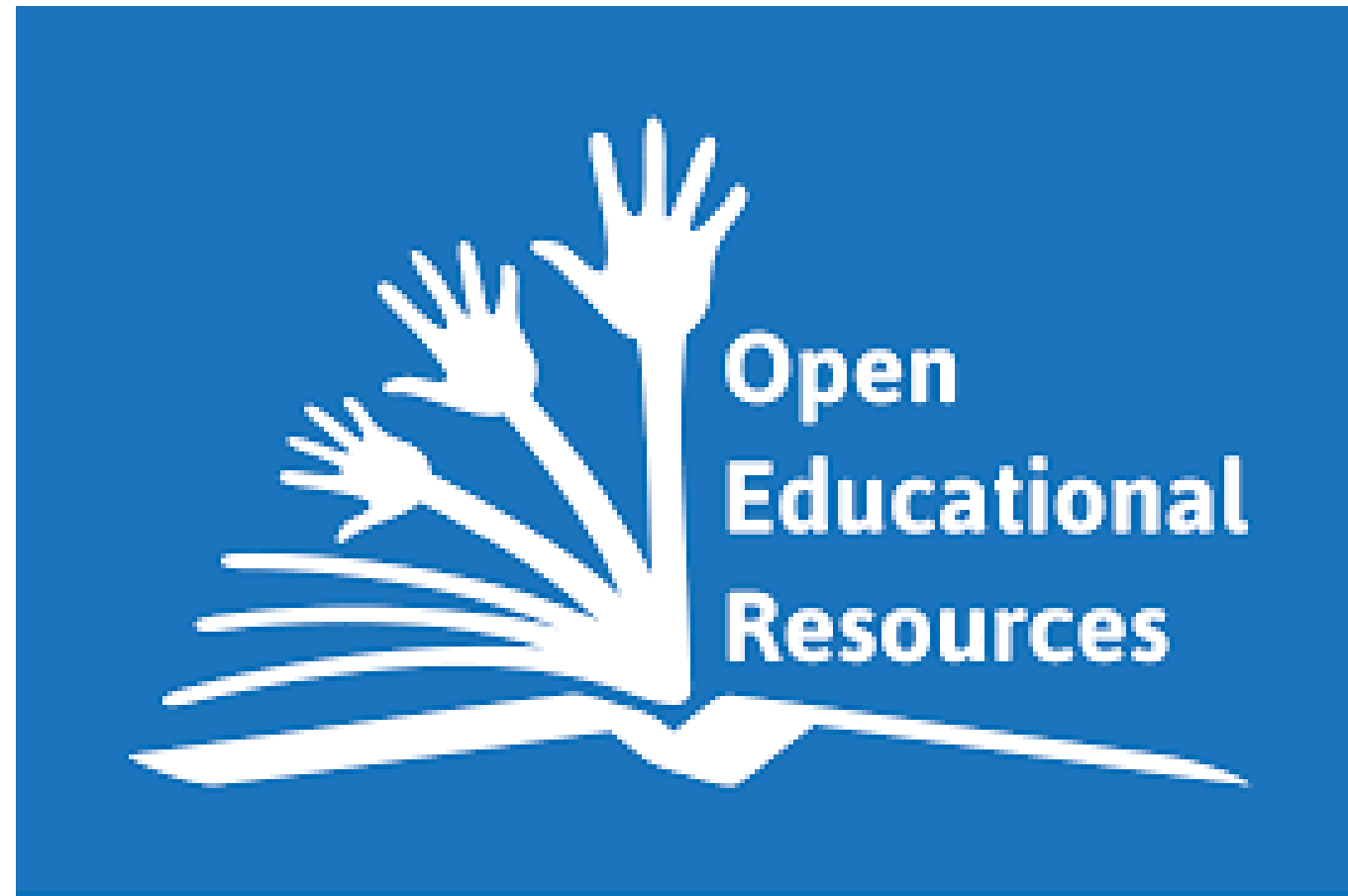
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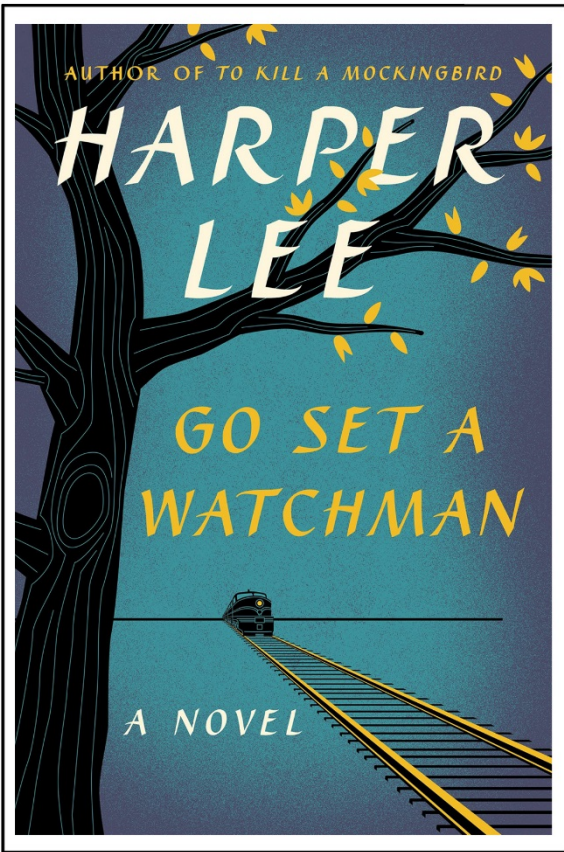

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# What is Missing?



Thanks!

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